

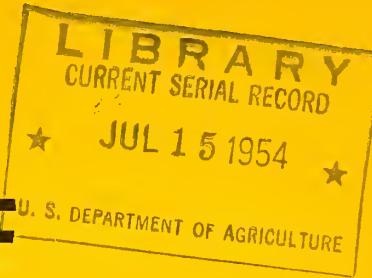
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.941
M13C762
Cop. 2

Consumer

PURCHASES OF FRUITS AND JUICES



in May
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

June 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in over-estimate of purchases of frozen concentrated and canned single-strength orange juice by about 10 percent, and those of canned single-strength grapefruit juice by about 15 percent. No over-estimate was evident in blended juice data. For each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN MAY 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Purchases of oranges and orange products by household consumers in May were equivalent to 7,300,000 boxes of fruit, about 300,000 boxes more than May 1953. Household purchases of frozen concentrated orange juice were about a sixth larger than in the same month last year which more than offset a decline in purchases of fresh oranges and canned single-strength orange juice.

Prices paid by consumers for both Florida and California-Arizona oranges were substantially higher than a year earlier. Consumer prices of frozen concentrated orange juice were still below a year ago, although up from recent months.

Purchases of canned single-strength orangeade were up about an eighth from May 1953 compared with a decline for canned single-strength orange juice. Prices paid for a 46-ounce can of orangeade averaged 3 cents below canned orange juice.

Householders' purchases of grapefruit and canned single-strength grapefruit juice, on a fresh equivalent basis, were about a fifth more in May this year than last. There was a sharp decline in prices paid for fresh grapefruit and a moderate decline in prices paid for canned grapefruit juice.

Purchases of orange-grapefruit blended juice fell somewhat below the level reached in May 1953 though prices were lower. The volume of tomato juice and pineapple juice bought was also below last year's level.

There were increased purchases of lemons and lemon products compared with last May. Householders bought more than half again as much frozen concentrate for lemonade; a sixth more fresh lemons; and 18 percent more canned single-strength lemon juice than a year earlier. Combined purchases of these three products, fresh equivalent basis, were a fourth larger than in the corresponding month last year.

FROZEN JUICES AND ADES

Householders purchased one-sixth more frozen concentrated orange juice during May 1954 than a year ago, and increased their purchases of frozen concentrated lemonade by about one-half. Purchases of frozen concentrated grape juice were up more than a fourth. Canned single-strength orangeade purchases rose somewhat while purchases of shelf-pack (non-frozen) concentrate for orangeade dropped slightly.

Frozen concentrated orange juice purchases by householders amounted to almost 5,000,000 gallons in May 1954. Although purchases were about a sixth larger than a year ago, they were down moderately from the all-time peak reached in February and March. Consumer prices for frozen orange juice in May rose about 9 percent, reversing the downward price trend for the average of the 3 preceding months (fig. 4).

The proportion of families buying frozen orange juice--30 percent--lagged slightly behind the 3 preceding months, but was somewhat higher than last May (table 2). Purchases were equivalent to almost 8 of the 6-ounce cans per buying family, about two-thirds of a can more than a year ago.

Consumer purchases of frozen concentrated grape juice were more than a fourth larger than in May a year ago. According to householders' reports, purchases totaled about 320,000 gallons. The average paid for frozen grape juice was about 21.8 cents a 6-ounce can, approximately the same as in May last year.

Householders bought more than half again as much frozen concentrate for lemonade this May than last. Purchases totaled about 510,000 gallons. This increase resulted both from more families buying and larger purchases per buying family. Prices consumers paid for a 6-ounce can of frozen lemonade averaged 16.5 cents, somewhat lower than the preceding months but practically unchanged from May a year ago.

Canned single-strength orangeade purchases in May totaled about 370,000 cases of 24 No. 2 cans. This was about an eighth more than consumers reported buying in May last year. These purchases were about a third as large as those of canned single-strength orange juice during the month. Families buying averaged about 2-1/6 cans each (46-ounce cans) for the month, up only slightly from last year. They paid an average of 27.7 cents a 46-ounce can for canned orangeade, almost 3 cents less than the average paid for canned orange juice (table 1).

About 160,000 gallons of shelf-pack (non-frozen) concentrate for orangeade were reported purchased by householders during the month at an average price of 15.8 cents a 6-ounce can. Compared with May last year, this represented a slight decrease in purchases, although prices paid were almost unchanged (table 2).

CANNED JUICES

Total purchases of canned single-strength juices by householders in May 1954 totaled almost 7,000,000 cases of No. 2 cans, a decline of about 6 percent compared with last May. One fourth larger purchases of grapefruit juice together with larger purchases of lemon juice, compared with May 1953, almost offset smaller purchases of the other canned juices. Lower prices prevailed for all juices with the exception of slight increases for lemon, grape, and pineapple juices (table 1).

Householders bought about 1,150,000 cases (equivalent No. 2 cans) of canned single-strength orange juice in May. This volume was down almost a fifth from a year earlier. Families buying canned orange juice during the month averaged buying about 2-1/5 of the 46-ounce cans per family compared with 2-1/3 cans last May. Consumers paid an average of about 30 cents a 46-ounce can for this product in May, slightly lower than a year earlier. The average price paid by consumers for canned single-strength orange juice in May was slightly above the average paid for an equivalent amount of frozen concentrated orange juice on a reconstituted basis (table 1).

Canned grapefruit juice purchased by householders in May totaled about 980,000 cases (24 No. 2 cans), a slight decline from the preceding month but up about a fourth from a year earlier. The average price paid--about 23 cents a 46-ounce can--was down 4 cents from May last year. The number of families buying grapefruit juice during the month was 10 percent higher than last year. Of those families buying, the average size of purchase was slightly under 1-1/2 of the 46-ounce cans and each buying family averaged about 2 purchases during the month (table 1).

Consumers bought about a fifth less orange-grapefruit blended juice in May than a year earlier. Purchases were equal to about 300,000 cases of No. 2 cans. They paid an average of about 27 cents a 46-ounce can, a drop of 2 cents from last May. The decline in purchases was the result of fewer families buying blended juice than a year earlier. However, average purchases of buying families were up slightly from a year ago.

Purchases of canned and bottled lemon juice by householders in May were equivalent to about 70,000 cases of No. 2 cans, compared with 60,000 cases last year. Consumers paid an average of 13 cents per 5-1/2-ounce can for lemon juice, about 1 cent higher than May 1953. Lemon juice was bought by about 1 out of 25 families during the month and their purchases averaged about 18 ounces per family (table 1).

Household purchases of canned and bottled lemon juice and frozen juice, on a fresh equivalent basis, were equal to about 100,000 boxes of fresh lemons compared with 70,000 boxes last year (fig. 3).

Householders bought about the same amount of pineapple juice in May as last month. This volume--totaling about 1,000,000 cases (equivalent No. 2 cans)--was more than an eighth lower than May 1953. Prices paid averaged about 32

cents a 46-ounce can, slightly higher than a year ago. Consumers paid an average of 30 cents for the same amount of canned single-strength orange juice. Although more families bought pineapple juice than canned single-strength orange juice, total purchases of canned orange juice were about 10 percent larger than total purchases of pineapple juice.

Household purchases of tomato juice in May declined slightly compared with the 2,000,000 cases (24 No. 2 cans) bought in May 1953. Consumer prices, in May, dropped more than 1-1/2 cents--averaging 25 cents a 46-ounce can--compared with May 1953. Purchases per family buying averaged 2 of the 46-ounce cans. About 1 out of 5 families bought tomato juice during the month (table 1).

FRESH CITRUS FRUIT

Consumer purchases of fresh citrus fruit in May increased about 6 percent compared with a year ago. Grapefruit accounted for the largest gain--almost a fourth--while lemon purchases rose about a sixth. At the same time, orange purchases dropped slightly.

Householders bought about 2,800,000 boxes of fresh oranges in May 1954, a slight drop from May a year ago. Of this total, about 1,050,000 boxes were identified as California-Arizona oranges and nearly 1,300,000 boxes as Florida oranges. The remainder of the purchases were unidentified as to origin (fig. 7). Compared with a year ago, household purchases of California-Arizona oranges were down more than a fifth while purchases of Florida oranges were up about a sixth. The gain in purchases of Florida oranges was the result of more families buying during the month. Smaller purchases per buying family accounted for the decline for California-Arizona oranges (table 3).

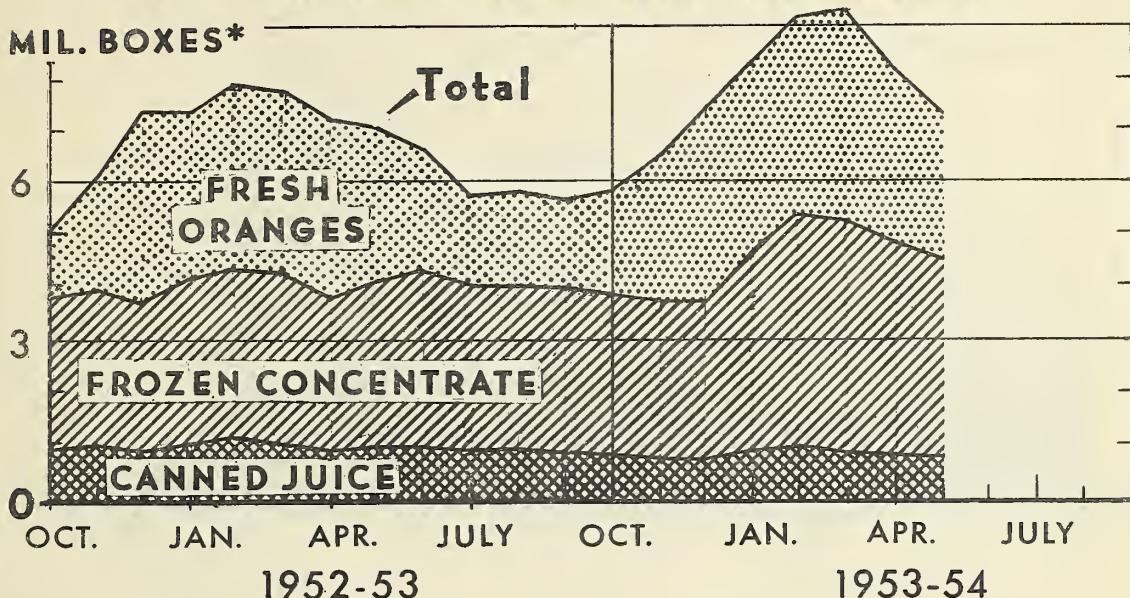
Consumers paid an average of 47 cents a dozen for California-Arizona oranges in May, up about 6 cents from a year earlier but 1-1/2 cents lower than the preceding month. Prices paid for Florida oranges were up 4 cents from a year ago--averaging 41 cents a dozen.

Consumers bought almost 1,800,000 boxes of fresh grapefruit in May, up almost a fourth from the same month last year (fig. 8). This increase was primarily due to larger purchases of Florida fruit. Compared with May a year ago, prices of grapefruit declined almost 13 cents--averaging 83 cents a dozen. Almost a fourth more of the Nation's families bought fresh grapefruit than in May a year ago; their purchases averaged about 10 grapefruit per buying family, up somewhat from last year (table 3).

Lemon purchases were up almost a sixth over last May, with the prices paid by consumers averaging one cent a dozen higher. Purchases totaled about 350,000 boxes during the month, at an average price of 44 cents a dozen (fig. 9). Average purchases of families buying remained unchanged, about 10 lemons per family.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (6) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

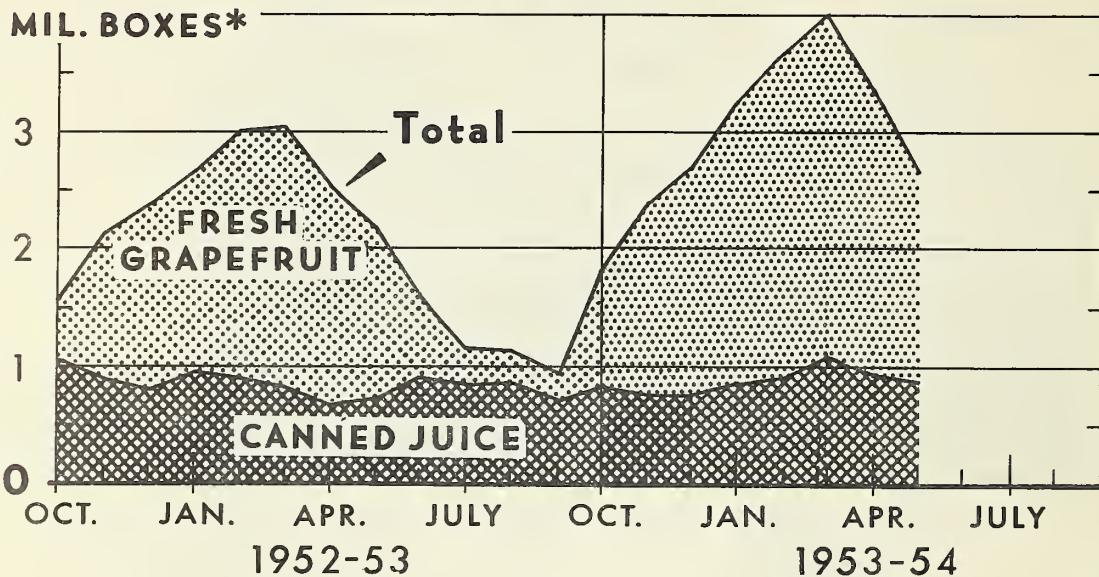
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,914	1,261	3,002	2,868	828	1,000	5,774	5,129
December	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
October-December 2/	3,684	3,625	2,955	2,842	791	911	7,430	7,378
January	9,108	7,759	9,540	9,277	2,590	3,121	21,238	20,157
February	3,603	3,154	3,792	3,078	912	1,072	8,307	7,304
March	3/3,912	3,536	4,382	3,115	976	1,224	3/9,300	7,905
October-March 2/	4,055	3,397	4,430	3,252	847	1,016	3/9,332	7,665
April	21,694	18,667	23,359	19,597	5,563	6,732	50,616	44,996
May	3,297	3,310	3,945	2,893	882	986	8,124	7,189
June	2,753	2,885	3,746	3,113	812	1,020	7,311	7,018
October-June 2/	2,288	2,769	3,331	2,650	1,018	9,994	67,413	6,637
July	3/1,622		3,144			934	3/5,700	
August	1,782		3,069			959	2,810	
September	1,643		3,067			832	5,542	
Season 2/								

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54 (6) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December 2/	4,503	3,738	2,536	2,952	6,690	6,690
January	2,399	1,703	856	975	3,255	2,678
February	2,732	2,093	922	913	3,654	3,006
March	2,957	2,216	1,054	835	4,011	3,051
October-March 2/	13,793	10,284	5,638	5,884	19,431	16,168
April	2,433	1,848	933	687	3,366	2,535
May	1,790	1,446	882	748	2,672	2,194
June	686	924				1,610
October-June 2/	11,494		8,427			22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season 2/						

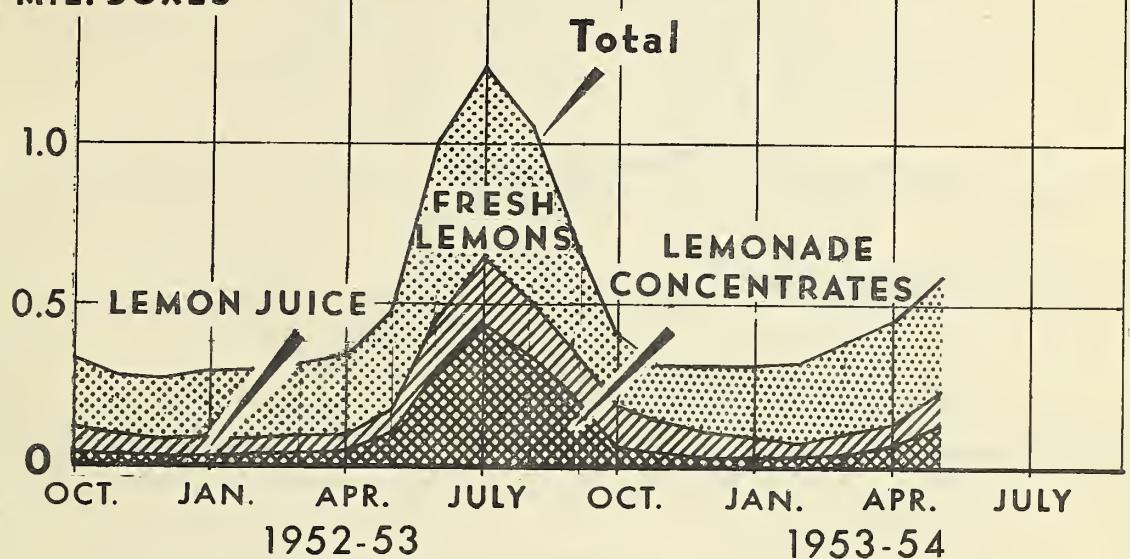
1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (6), AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh		Lemon		Concentrate for lemonade				Total	
	lemons		Juice		Frozen		Total 2/			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December 3/	783	634	191	191	135	88	141	95	1,115	920
January	225	210	61	57	29	20	32	24	318	291
February	249	218	53	47	27	23	32	27	334	292
March	281	229	63	57	33	29	35	33	379	319
October-March 3/	1,609	1,306	385	368	231	165	248	186	2,242	1,900
April	325	242	74	52	55	39	61	45	460	339
May	356	307	102	73	124	87	134	95	592	475
June	548	169	169	271	271	271	289	289	1,006	
October-June 3/	2,562	688	598	598	598	598	654	654	3,904	
July	587	206	404	404	404	404	436	436	1,229	
August	558	163	310	310	310	310	334	334	1,055	
September	355	116	197	197	197	197	213	213	684	
Season 3/	1,490	1,075	1,004	1,004	1,004	1,004	1,200	1,200	3,369	

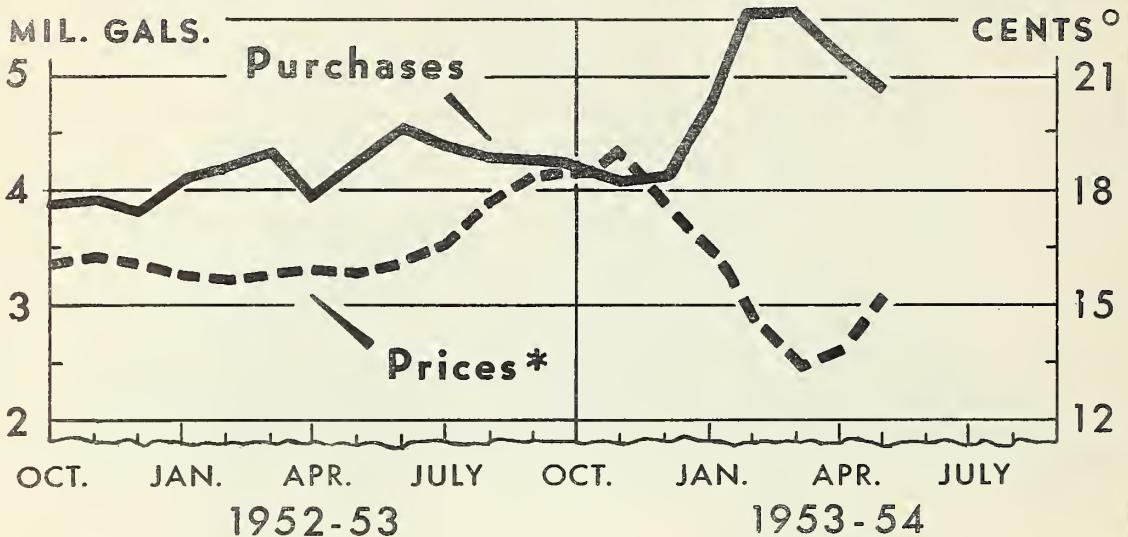
1/ Includes canned single strength lemon juice and small quantities of frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (6)

AGRICULTURAL MARKETING SERVICE

Figure 4

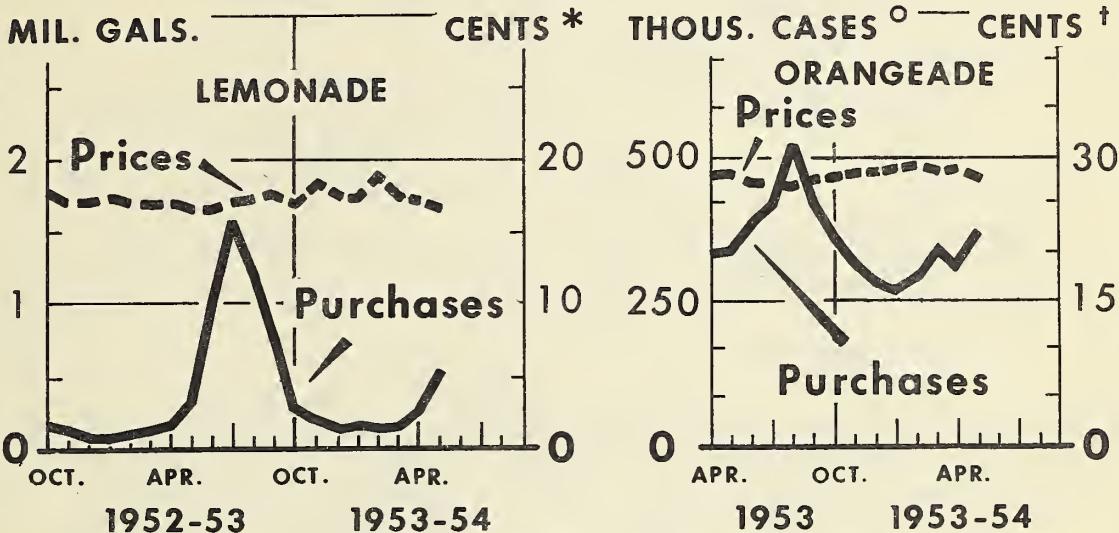
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/	13,361	12,519		
January	4,776	4,126	16.5	15.8
February	5,519	4,216	14.6	15.7
March	5,579	4,359	13.4	15.8
October-March 1/	30,765	26,353		
April	5,211	3,963	13.8	16.0
May	4,948	4,265	15.1	15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* CENTS PER CAN OF 6 OUNCES

° EQUIVALENT CASES OF 24 #2'S

† CENTS PER CAN OF 16 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54 (6) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 16 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/	558	364	17.6		1,022	2/		
January	121	77	17.5	17.3	269	2/	28.8	2/
February	114	90	18.9	17.0	288	2/	29.9	2/
March	139	111	17.4	16.9	335	2/	28.7	2/
October-March 3/	955	662			2,034			
April	230	153	17.3	17.1	302	328	28.8	28.0
May	513	336	16.5	16.7	370	330	27.7	28.2
June		1,053		16.7		382		27.3
October-June 3/		2,540				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

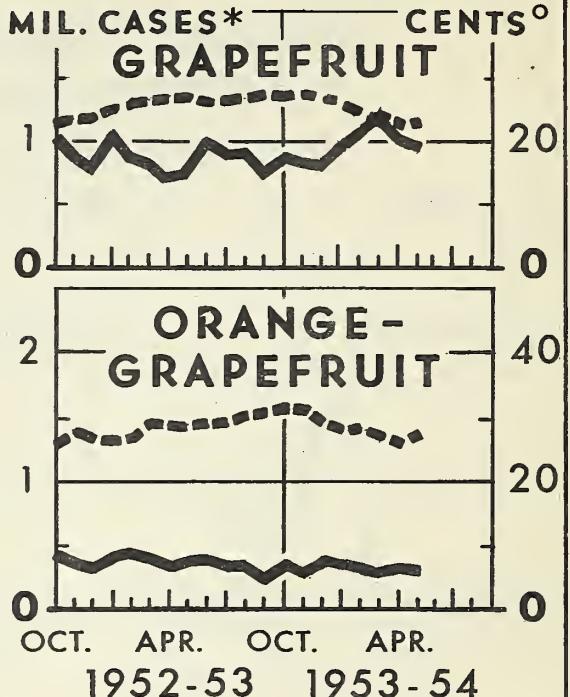
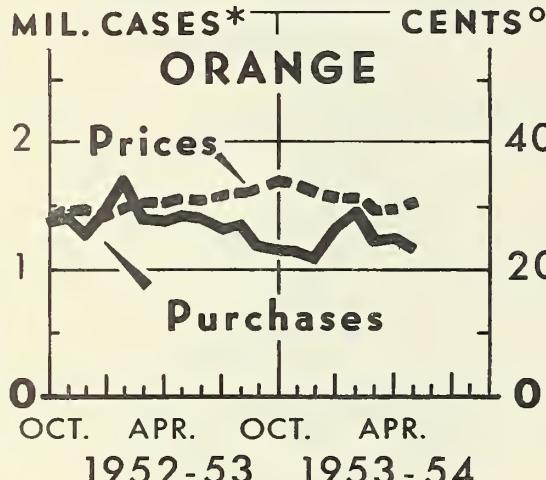
1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 9-54 (6) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

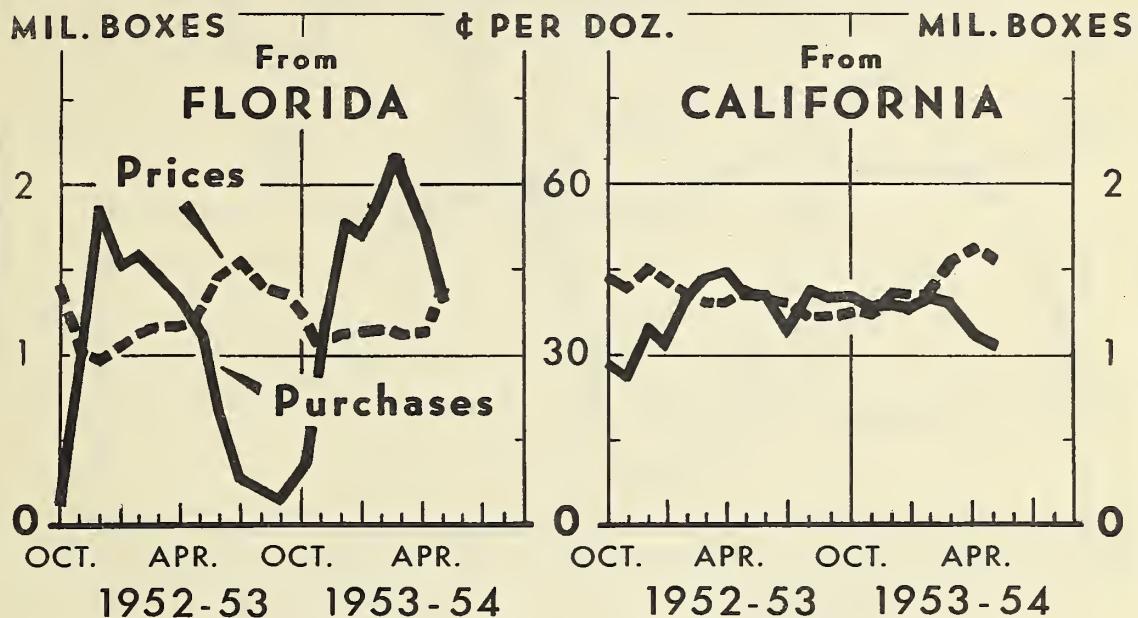
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price per 16 oz. can		Purchases		Average price per 16 oz. can		Purchases		Average price per 16 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
December	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/	3,666	4,362	33.0		2,689	2,883	27.2		1,010	1,263		
January	1,302	1,497	31.7	28.6	930	1,012	26.1	25.3	332	413	28.1	26.6
February	1,409	1,720	31.3	29.7	1,018	915	25.2	26.0	325	452	28.5	27.4
March	1,219	1,411	30.1	30.5	1,205	840	23.3	27.0	290	408	26.8	29.2
October-March 2/	7,935	9,414			6,142	5,859			2,047	2,640		
April	1,241	1,402	29.8	30.6	1,023	704	22.5	27.2	342	352	26.3	29.2
May	1,148	1,440	30.3	30.9	978	766	22.9	27.2	303	383	27.2	29.2
June		1,436		31.1	991	991	26.4		384			29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans--132 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54 (6) AGRICULTURAL MARKETING SERVICE

Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

1 The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

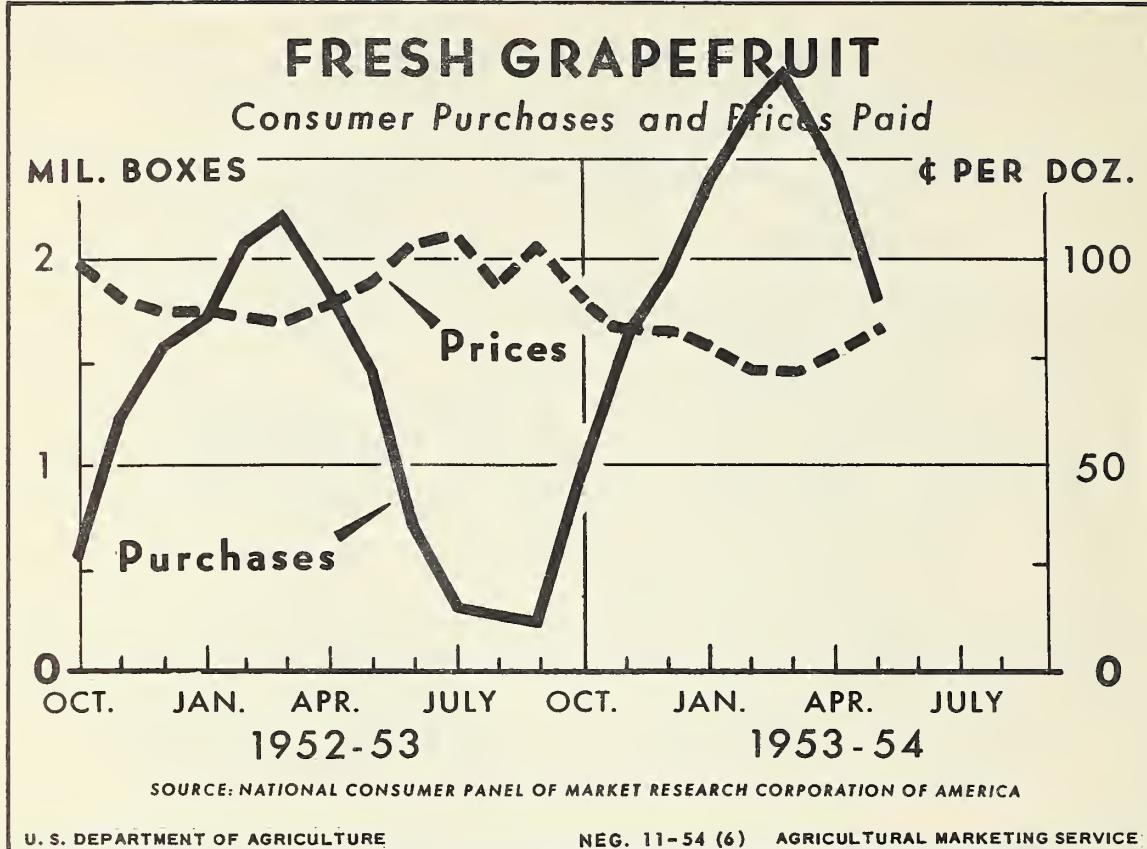


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December 1/	4,497	3,738		
January	2,399	1,703	78.2	87.5
February	2,732	2,093	73.9	85.3
March	2,957	2,216	73.4	84.4
October-March 1/	13,793	10,284		
April	2,433	1,848	77.9	88.9
May	1,790	1,446	83.0	95.9
June		686		103.9
October-June 1/		14,494		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

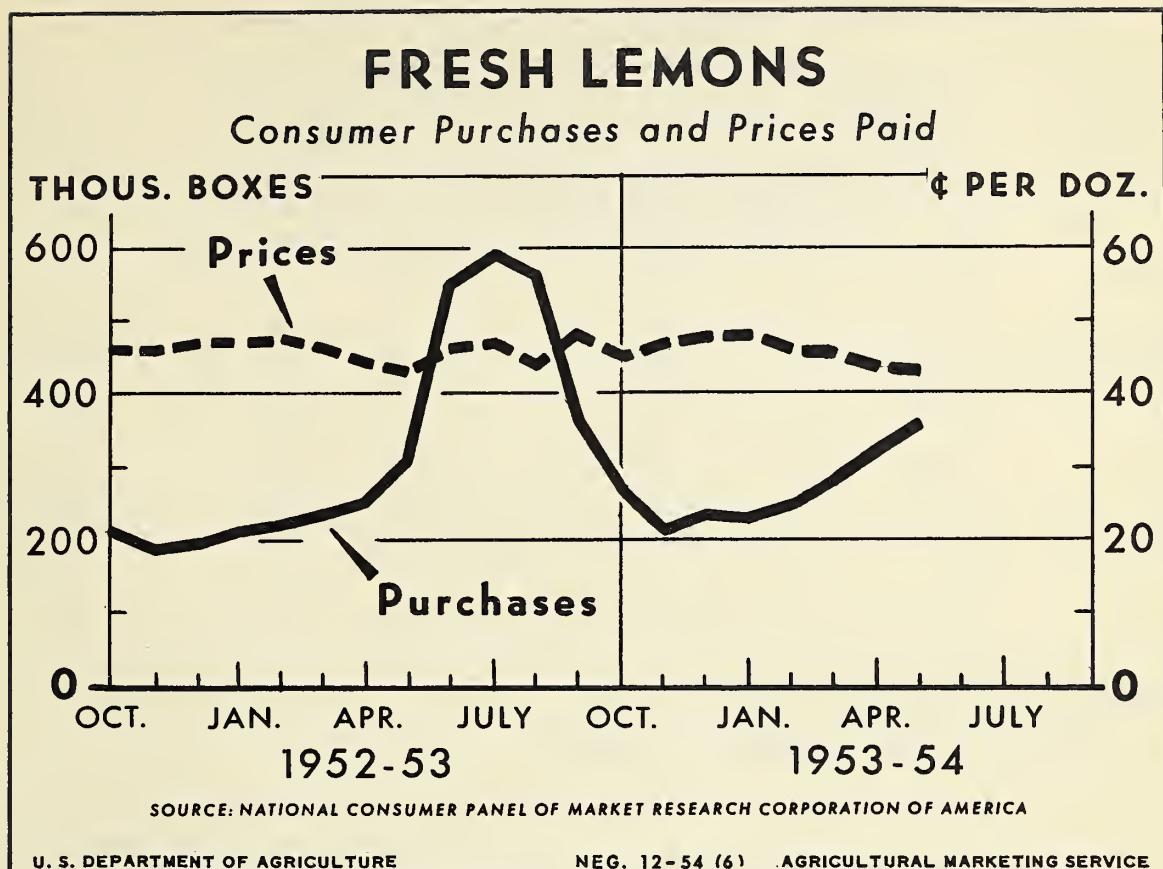


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54		1952-53	
	1,000 boxes	1,000 boxes	Cents	Cents
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December 1/	783	634		
January	225	210	47.5	46.3
February	249	218	46.0	47.2
March	281	229	45.8	45.9
October-March 1/	1,609	1,346		
April	325	242	43.8	43.8
May	356	307	43.7	42.7
June		548		45.6
October-June 1/		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.—Canned single-strength juices and adees: U. S. total consumer purchases and average price, May 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchase	Quantity per purchase		Unit		
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
			1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Cents	Cents
Canned juices										
Orange	11.2	13.4	1,148	1,440	1.8	1.8	56.3	60.8	46	30.3
Grapefruit	8.8	8.0	978	766	1.6	1.6	68.9	56.8	46	22.9
Orange & gpft. blend	3.4	4.1	303	383	1.6	1.5	55.5	55.2	46	27.2
Lemon	3.8	3.0	72	61	1.2	1.3	15.1	15.4	5½	13.0
Grape	5.3	5.5	203	247	1.4	1.5	28.8	31.0	24	35.2
Pineapple	12.0	14.8	999	1,165	1.5	1.5	52.0	49.6	46	31.7
Prune	6.7	6.1	429	422	1.7	1.8	34.2	35.6	32	33.0
Tomato	20.8	22.0	1,920	2,050	1.7	1.7	54.2	53.5	46	25.1
Total 2/	49.9	51.7	6,921	7,385	2.7	2.8	49.3	49.0		.
Canned adees										
Orangeade	3.5	3.4	370	330	1.6	1.5	62.4	65.2	46	27.7
										28.2

1/ Equivalent cases of No. 2 cans—432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.—Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, May 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases	Quantity per purchase		Unit		
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
			1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Cents	Cents
Frozen concentrated juices										
Orange	30.5	27.8	4,948	4,265	2.5	2.5	19.0	17.5	6	15.1
Grape	5.5	4.5	324	251	1.6	1.6	10.6	10.3	6	21.8
Other concentrates 1/	2/	2/	211	241	2/	2/	12.2	11.6	6	16.5
Total	32.8	29.6	5,483	4,757	2.7	2.8	17.8	16.5		17.9
Ade bases										
Frozen										
Concentrate for										
Lemonade	7.0	5.3	513	336	1.4	1.4	14.6	13.1	6	16.5
Shelf pack										
Orangeade	2.1	2.2	162	170	1.6	1.6	14.6	13.4	6	16.7

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

2/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.—Fresh citrus fruit: U. S. total consumer purchases and average price,
May 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
			1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Percent	Percent									
Oranges										
California-Arizona	23.1	24.8	1,058	1,352	2.0	2.2	12.0	12.6	47.1	41.1
Florida	19.6	17.0	1,321	1,137	2.2	2.3	12.5	13.1	41.1	37.0
Unidentified	9.2	9.4	350	382	1.6	1.6	11.0	12.4	44.5	36.8
Total 1/	44.5	44.3	2,753	2,885	2.4	2.4	12.0	12.7	44.2	39.0
Grapefruit										
California-Arizona	3.8	3.9	234	209	1.7	1.7	5.6	5.7	68.0	70.6
Florida	17.5	13.5	1,000	771	2.1	2.1	4.6	4.0	86.6	101.7
Unidentified	10.6	8.8	500	399	1.7	1.7	4.7	4.1	83.1	98.8
Total 1/	29.7	24.0	1,790	1,446	2.1	2.2	4.7	4.2	83.0	95.9
Lemons										
	26.6	23.8	356	307	1.6	1.6	6.4	6.3	43.7	42.7
Total 2/	62.2	58.3	4,904	4,638	3.4	3.4	8.7	9.2	50.3	46.3

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

National Consumer Panel of Market Research Corporation of America.

